



MANCHESTER  
BUSINESS  
IMPROVEMENT  
DISTRICT

Autumn/Winter 2021



# Supporting Manchester's retail community

Manchester BID is the city's retail and leisure Business Improvement District. The BID is managed by The City Centre Management Company, CityCo. Your business is one of the 400 leading retail and restaurant brands paying a BID levy in the central retail area. The BID is committed to represent the interests of its businesses and aid the recovery of the shopping district as society continues to emerge from the Covid-19 crisis.

The BID has been working continuously with public sector partners throughout the pandemic and has been on-hand to help retailers as the city gradually reopened (again) this summer. The BID has a full programme of support and initiatives ahead from Halloween to Christmas.

With Christmas effectively cancelled last year, the BID is looking forward to a much more positive 'Golden Quarter' and festive season. We know how important the next few months are to businesses, with significant sales and profits made at this crucial time. Therefore, we are expanding our calendar of public events, marketing and PR, operational support, communications, and meetings.

If you have any questions about Manchester BID, please get in touch:

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# Summer 2021: Reopening Support

Over the summer, as the vaccine rollout accelerated, Manchester Business Improvement District engaged with levy payers and public partners to help restore public and corporate confidence in a safe and welcoming return to the city centre.

During the phased changes in restrictions, from April to August we helped businesses prepare for sector reopening periods, facilitated the provision of temporary outdoor dining licences and seating areas, delivered cleansing and street furniture sanitising, and brought back the BID's team of popular City Hosts.

The BID was also the first organisation in the city to deliver a major event post-reopening: **The Manchester Flower Show**. Our footfall-attracting events have since continued, with activities around **Manchester Pride**, the **MCR Student Social** shopping showcase with Manchester Arndale, and dates for autumn, winter and 2022 are already in the calendar.



# MCR PRIDE



## Q2 Manchester BID Events (June – September)



### THE MANCHESTER FLOWER SHOW

29<sup>TH</sup> MAY – 6<sup>TH</sup> JUNE



marketing coverage helped to re-establish confidence in the city and encourage future visits.

- 150,000 additional visitors were recorded during the sunny, nine-day run
- £750,000 worth of press was secured across 73 local, regional and national media pieces, including TV coverage on North West Tonight and Granada Reports and articles in The Sunday Telegraph and The Independent

[ManchesterBID.com/FlowerShow](http://ManchesterBID.com/FlowerShow)

#MCRFLOWERSHOW



Every summer, the BID teams up with Manchester Pride to ensure a warm welcome for Pride festival visitors over the long Bank Holiday. Many businesses showed their support with rainbow themed store decorations, wonderful window displays, staff volunteering and donations to local LGBTQ+ charities. The BID provided marketing assets and window vinyls to help promote activities.

Thousands of students are back in Manchester this autumn, with many heading-back after considerable time away due to the pandemic. The BID is therefore happy to be working again with Manchester Arndale to ensure everyone is greeted in style.

Students enjoyed 100+ discounts provided by leading retailers and eateries, and the BID hosted a Market Street Student Fair with music, games and brand experiences. The event was promoted via digital marketing and social media, leaflets showcasing all the offers and entertainment and PR.



Although Manchester is still largely missing its high spending international students due to travel restrictions, the event is an opportunity to help entice one of the largest student populations in the UK into the city centre.



# Q3 BID Events (October – December)

## HALLOWEEN IN THE CITY

Saturday 30th & Sunday 31st October

The BID's annual Halloween celebration is now UK-renowned, and we're delighted this year's event saw so many thousands of families come into the city centre to enjoy the fun. The popular event took place over half-term and delivered a mix of PR and Instagram-able moments. Halloween is still the fastest-growing date in the retail and leisure calendar.

All event activity was promoted via the BID's well-established marketing and PR channels for Halloween, including TfGM Metrolink tram advertising, city screens, digital and social media campaigns and media partnerships with Visit Manchester and The Manc.

[ManchesterBID.com/Halloween](https://manchesterbid.com/Halloween)  
#HalloweenMCR



## HALLOWEEN highlights

- The return of the #MCRMonsters (25th-31st Oct) – our famous, giant, roof-top inflatables
- A Monster Procession by Walk the Plank, through the Arndale and around the BID
- A Halloween Photo Trail for those Instagram selfies
- A Monster Science Lab kid's area in Exchange Square, with CBBC
- Dr Mancenstien's Castle dressing on St Ann's Square
- A Carnival of Monsters fairground on New Cathedral Street
- Roaming musicians, circus performers and puppets
- Our smiling pumpkins lanterns
- A SkareSkate Ice Rink on Cathedral Gardens (before turning Christmassy)
- Saturday 30th October saw city centre footfall match pre-pandemic figures.
- Footfall across the city's retail core soared by an additional 150,000 visitors, an uplift of 30% on the previous week's numbers
- October proved to be the best month for city centre footfall since reopening, when compared to pre-Covid 2019 data.

# Christmas in Manchester

Friday 12th November - Wednesday 22nd December - Christmas Markets  
Saturday 13th November – the BID's 'First Day of Christmas Procession'

The Christmas Markets, managed by Manchester City Council, are back after the hiatus of 2020. The footprint includes the usual locations, however with Albert Square out-of-action, Piccadilly Gardens will have a larger number of stalls. The build will start immediately after Halloween and the BID will share details as confirmed on ManchesterBID.com.

Following the opening of the markets on **Friday 12th November**, the BID will launch a 'First Day of Christmas' event on **Saturday 13th** with a procession of classic festive characters and live music. The aim is to kick start the season, create a new PR moment for Christmas in Manchester - and put a smile on people's faces.

[Visitmanchester.com/Christmas](https://visitmanchester.com/Christmas)  
#MCRChristmas



## 2022 BID Event Calendar: Dates for your Diary

Chinese New Year (5-6 February)

MCR Student Social with Manchester Arndale  
(April, Spring Term)

The Manchester Flower Show (2-5 June)

Summer support for Manchester Pride (August)

MCR Student Social with Manchester Arndale  
(September, Autumn Term)

Halloween in the City Weekender (29-30 October)

Winter support for Christmas in Manchester  
(November)



# Marketing Manchester

In addition to our programme of public events to attract customers, and to help signpost the luxury offer in the city, we placed an advertorial double-page spread in the September issues of Cheshire Life and Lancashire Life. With the help of one of the Directors of Tast restaurant, we highlighted some representative examples of the different high-end shopping, dining, and hotels in the King Street area.

Over the next quarter and into 2022, as more and more people return to the city centre and the overseas tourism market opens-up, we will continue to work with Marketing Manchester colleagues to ensure the city centre is represented through regional and national campaigns with up-to-date messaging and visitor content.

Marketing Manchester will also continue to promote our BID events programme via their extensive channels, as part of our annual partnership.



## Business Briefings and Training

Manchester BID is managed by CityCo and the team delivers the Business Improvement District Business Plan on behalf of levy payers. One of the benefits is that BID retailers and restaurants can access to CityCo's Business Crime Reduction Partnership, and invitations to a whole range of corporate briefings, training, and workshops.

You will be receiving regular invitations to sessions. Sessions include:

**CityConversations: Manchester's 2022 Public Events Programme**

**Business Briefing: Homelessness: Manchester's Street Engagement Hub**

**Training Workshop: ACT Counter-Terrorism Awareness (Addressing Martyn's Law)**

**Business Briefing: Tackling Roof Trespassing (Urban Exploration)**

**Business Briefing: Manchester's Commercial Waste Management Project**

**For dates and to register just go to [Manchesterbid.com](https://manchesterbid.com)**

Let us know if company contacts change:

Are we in touch with the right people in your business? To update or add any email addresses to our mailing list, please email [info@manchesterbid.com](mailto:info@manchesterbid.com). This means we can invite correct colleagues to briefings, meetings, training, and events. We want to make sure all BID levy payers are kept informed of projects and initiatives.

# Operational Support City Hosts



The BID's team of six City Hosts, working across the retail area every day, are pleased to be helping many returning visitors to the city, and (mainly UK) tourists. Alongside offering an information service, the Hosts regularly visit BID businesses to share news about the city and how to get involved in Business Improvement District projects and events.

The team also helps the BID Operations Team report a wide range of environmental and cleaning issues to public sector partners; everything from illegal perfume sellers to unacceptable levels of waste.



## Additional Street Cleaning

In previous years, the BID has funded an annual 'deep clean' of high footfall streets, in addition to core cleansing services which remain the responsibility of the Council.

From October, Manchester BID will be funding more street cleaning on a temporary trial contract over the next year. The intent is to be able to respond on a weekly basis to the needs of BID businesses. We know from the City Hosts and business requests that this frequently involves rear service yards and doorways, often affected by issues such as litter, graffiti, and the use of drugs.

This BID initiative will be supplementary to baseline city cleaning delivered by the Council. The new service will hopefully help to improve overall standards and respond to one of the biggest concerns raised by BID businesses.



To report locations that require cleaning, please email [info@manchesterbid.com](mailto:info@manchesterbid.com) or talk to your City Hosts.



# City Insight

As Manchester city centre's recovery progresses, we are adding more business insights to the detailed weekly/monthly footfall data already featured on ManchesterBID.com. Data will include postcode summary analysis of where visitors to Manchester are coming from, and their headline spending habits across the wider city centre economy.

**If you have any requests for city intelligence or information to assist with business planning and operations do email [info@manchesterbid.com](mailto:info@manchesterbid.com).**



## Partnerships and Representation

Manchester BID has worked in partnership with city agencies and authorities since inception in 2013. We will continue to work in close liaison with Manchester City Council, Greater Manchester Police, Transport for Greater Manchester, Marketing Manchester, Manchester Homelessness Partnership, and other bodies, to ensure business interests are represented in city response and planning, and relevant intelligence is shared.

**By working with Manchester BID, CityCo and public agencies, we hope businesses can continue to see further improvement in footfall, trade, and prospects, after the awful challenges of the last 18 months.**

marketingManchester



MANCHESTER  
CITY COUNCIL



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